

**North America  
Wireless Statistics  
Forecast, 2015 –  
2020**

Market Study  
First Quarter 2016





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# North America Wireless Statistics Forecast, 2015 – 2020

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A Market Study

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## Abstract

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Mobile subscribers in North America increasingly depend on a variety of mobile devices, including smartphones, tablets and connected cars, to stay connected. At the same time, they are increasing their usage of mobile data.

This market study overviews the North American mobile market and includes detailed information and a five-year forecast for the following areas of the market:

- Mobile Connections
- Smartphone Sales
- Tablet Sales
- Mobile Data Traffic.

Key questions addressed:

- What is the population of North America and what is its mobile penetration?
- How many mobile connections exist and how are they expected to grow between 2015 and 2020?
- What is the split of those connections by technology type (GSM, CDMA, UMTS/HSPA and LTE) and generation (2G, 3G and 4G)?
- What are the anticipated global handset and smartphone sales for 2015 to 2020?
- What are the anticipated tablet sales for 2015 to 2020?
- What is mobile data usage today and at what rate is mobile data usage expected to grow over the forecast period?
- How does mobile data usage differ between quartiles?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure and equipment OEMs
- Content providers and distributors
- Financial analysts and investors.

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